MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

MAD1033 – E-MARKETING

(All sections / Groups)

17 OCTOBER 2016
2.30 p.m. - 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages with 5 questions only.
2. Answer **ALL FIVE** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Please answer **ALL FIVE** questions. (Each question carries 20 marks)

1. Digital advertising or digital marketing has brought a shift in advertising from "Ad Men" to "Math Men".
   a. Why did banner ads lose their appeal to audiences? (5 marks)

   b. Search advertising is the top choice for digital advertising. What do you understand by search engine optimization (SEO) and how can this be achieved? (5 marks)

   c. There has been much debate regarding "inbound" and "outbound" marketing, how would you explain to your client about being an "inbound marketer" vs an "outbound marketer" in this digital advertising era? (10 marks)

2. Amazon's success story is often used as a case study by online marketers when planning and strategizing an e-marketing plan. Amazon started during the dot-com era, survived the dot-com bubble and is now one of the world's leading international e-commerce companies.
   a. Briefly explain the Amazon story and why Amazon has been so successful. (5 marks)

   b. Your client would like to start an online business offering multimedia design services (graphic design, corporate identity, audio/video etc). Draw 4 tables based on the Balanced Scorecards to help your client outline their goals and metrics for measuring their goals. Outline a minimum of 5 goals with corresponding measure per scorecard. (15 marks)

3. Multimedia University would like to promote the Faculty of Creative Multimedia in an upcoming e-marketing campaign and you have been assigned to lead the marketing team. The main goal is to increase student intake to the faculty.
   a. You decide to use the seven-step e-marketing plan to plan out the online promotion of the Faculty of Creative Multimedia, explain how you would accomplish step 2 (strategic planning) using Tier 1 Tasks. (10 marks)

   b. Taking the Obama Campaign as an inspiration, how would you apply the strategies from that campaign to this campaign for the Faculty of Creative Multimedia? (10 marks)

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4. Choosing the right social media platforms for an e-marketing campaign is important, however content is also equally as important. Therefore, understanding the target market and strategising to reach them with the right content and platform is crucial to the success of an e-marketing campaign.
   a. All internet users go online for a purpose, often called the "online exchange process" in which they expect a certain outcome. List all 5 outcomes of the exchange process and give 1 example of a marketing opportunity for each outcome. (5 marks)

   b. Explain the 3 cornerstones for attracting customers online and what content strategies you would create for a new start-up e-business providing food delivery services based on those cornerstones. (5 marks)

   c. Using either the R.A.C.E. model or the A.I.D.A. model, what tactics would you recommend at each level to Multimedia University's e-marketing department and how can those tactics be measured? Please provide a detailed explanation at each level. (10 marks)

5. Mobile based advertising is gaining popularity year after year as mobile devices become consumers' preferred device to access information.
   a. The current trend in mobile advertising is to use location based marketing. Explain what this is and give 2 examples of location based marketing. (5 marks)

   b. Marketers often used SMS or MMS to push promotions to consumers. Now they are beginning to move to instant text messaging platforms like Whatsapp, Line, WeChat etc. What are the pros and cons of marketing to mobile users through instant messaging platforms? (5 marks)

   c. In this digital and mobile based era, older traditional shops are struggling against online retail shops. How would you convince an old traditional shop that having a Facebook page is an effective and efficient strategy to improving their business? Provide 5 reasons with examples. (10 marks)

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